

How to Create a Coupon Code Promotion

Coupon codes can be created from your seller central account, but you must have a Professional account if you want to do this.

Setting up a Promotion

Step 1: Conditions

- In your seller central account, hover your mouse over 'Advertising' and select 'Promotions'
- Choose the second option (Money Off) and click 'Create'
- Under 'Buyer purchases' choose 'At least this quantity' and type '1' in the box
- Under 'Purchased Items' select your product
- Under 'Buyer gets' choose 'Amount off (in \$)' and in the box enter an amount that is at least 70% of the price of your product. For example, if your product's selling price is \$19.99 and you want to create a coupon for 70% off, you would enter \$13.99 in the box. In fact you would probably round it up to \$14.
- Under 'Applies to' choose 'Purchased items'

Step 2: Scheduling

- Leave the 'Start Date' as it is.
- Set the end date for around 7 days from the start date
- 'Internal description' is for your own reference, so put anything you like in there.

Step 3: Additional options

- Tick the box beside 'Claim Code'
- **Tick 'One redemption per customer'**
- 'Claim Code Combinability' leave as 'Exclusive'
- Click 'Customize messaging'
- **UNTICK 'Detail page display text' (do not forget to do this!)**
- Copy your Claim Code onto a notepad. You will need it later.
- Scroll down the page, click 'Review' and on the next page click 'Submit'

It takes up to 4 hours for Amazon to put your promotion live, but if you click on 'Manage Your Promotions' and then select 'Pending' from the drop down box, you will be able to see your pending promotion.

Protect your Inventory While Running a Promotion

Please do not forget to do this! Use the procedure to set up a fulfillment order as described in the lectures on 'Kick Starting Your Sales'

Running Your Promotion

Once your promotion is live, you can start giving away the coupon code.

You can use the same methods as explained in 'Kick Starting Your Sales'.

Facebook ads and Facebook Sponsored Posts is another way. It's beyond the scope of this course to go into detail about how to run ads and sponsored posts on Facebook, but there's a ton of information on Facebook to help you out with this.

BUT, if you need to learn how to do this from scratch, I recommend leaving it until later and instead, use the other methods in 'Kick Starting Your Sales' to get your coupon code out there as quickly and easily as possible.

Once your promotion is up and running, keep an eye on your sales and when you see that most of the allocated items have been sold, you can go ahead and end the promotion.

To do that go back to Promotions, Manage Promotions, select your Promotion and click on 'End'. It takes Amazon up to 4 hours to end a promotion.

A boost in sales will reflect in your BSR quite quickly.

Rankings (keyword rankings) can take several days to improve.

How do you check on your rankings?

Very simple, do a search on Amazon.com for your main search terms, one at a time. Make a note of the position of your listing in relation to others that show up with that search term.

Wait a couple of days and do it again.

You can use a spreadsheet program like Excel, or Google Docs to keep track of the data.

You don't NEED to do this, but it does help you to see how your product is doing for the different keywords. That way you can decide if you need to run a second promotion or not.

Once your listing is established, you probably won't bother to check your rankings at all!